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S. DEPT. OF AGRICULTURE

FOOD

INFORMATION

CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

December 18, 1943

No. 37

* Attached to the Food Information Calendar, is a time
* schedule for emphasis by OWI and the War Advertising
* Council of the various campaigns in the Food Fights for
* Freedom program. You will want to use this as a guide
* to tie in local programs with national publicity and ad-
* vertising schedules to increase effectiveness.

* Enclosed with the Calendar is a state-by-state sum-
* mary of reports sent in to us by the various agencies
* cooperating in the FFFF program. You will want to check
* the score of your own state. If we don't have the com-
* plete story (and we are sure we don't), we can use a
* report from you.

SAMPLES OF OCD ACTIVITY ON FFFF Western Region says: "Our first indica-
tion that the campaign was to be well
received was when the State Defense Councils all requested sufficient copies of
the Mobilization Guide that they could send a copy to each of their local defense
councils. ... The campaign is one which the states and localities want." ... In
Maine, Citizens' Service Corps chairmen in each community were asked to bring to-
gether key people from organizations within the area for FFFF meetings. ... Vermont
Council of Safety is sponsoring the FFFF, with local Community War Services chair-
men to mobilize communities. ... The Massachusetts State War Council is sending out
special bulletins promoting the FFFF; the first was on "share the milk," outlining
voluntary plan for sharing on the basis of need. ... Block leaders in 87 sectors of
Toledo, Ohio, showed housewives how their kitchens could be enlisted in the drive
for victory. ... The Baltimore, Md., War Service Center is displaying an exhibit
which includes a shadow box movie and presents a continuous series of pictures and
charts about food.

A SCHOOL TEACHER in Charleston, W. Va., and her students decorated a grocer's
store windows -- they learn about FFFF through building the displays, and the
townspeople do when they see the results.

IN WYOMING, schools are cooperating by letting local FFFF committees sponsor
assemblies. Movies on food are shown, skits are presented by home economics clas-
ses, special programs presented by P-TA's, and lunch rooms are being used for
surveys on food waste.

IT'S A TONGUE-TWISTER, but sheet metal water well casing is now being
rationed, according to WFA. An exemption
of \$100 per well is allowed so that farmers needing small amounts for supplies or
maintenance or for sinking small wells, will not be required to obtain ration cer-
tificates, according to USDA press release 1251-44. Applications should be made
to the County Rationing Committees.

"DESIGNED FOR THE RANK AND FILE of the people, with the view of finding out such troubles as are within our power to remedy," words of Booker T. Washington at the founding of the Tuskegee Farmers Conference in 1895, quoted by Secretary Wickard at the fifty-third session of the Conference this week.

"IN MY OPINION, this practical approach to your problems accounts, in a large measure, for the very great progress you have made--for the fine leadership that has been developed.....

"THE SIZE OF THE NEGRO FARM PLANT, operated by nearly 700,000 farmers, exceeds 30 million acres. The land and buildings of this plant were valued at 836 million dollars in 1940; and the value of farm implements and machinery on these farms was over 40 million dollars..... Negro farmers make up one-fourth of the farm operators in the South and about half of the farm workers in that area."

* * * * NATIONAL FARM AND HOME HOUR * * * *

MONDAY - Dec. 20 - William C. Crow, Chief of Transportation and Warehousing Branch, FDA, and Wallace Kadderly - "What's in Cold Storage?"
TUESDAY - Dec. 21 - Ruth Van Deman - "Jars and Jar Tops for 1944 Canning," and Norman L. Gold, Chief, Civilian Food Requirements Branch, FDA, and Wallace Kadderly - "Food for Civilians in '44!"
WEDNESDAY - Dec. 22 - Al Bond, Radio Service - "Know Your War Crops," #2 - "Poultry and Eggs."
THURSDAY - Dec. 23 - Robert M. Salter, Chief, Bureau of Plant Industry, Soils and Agricultural Engineering - "Plant Science in 1943."
UNCLE SAM'S FOREST RANGERS
FRIDAY - Dec. 24 - Dr. V. Webster Johnson, BAE - Post War Agriculture #3 - "Farming for Men in the Service."

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IN LINE with the above-mentioned National F & H Hour program on post-war agriculture, the field next week will be sent the USDA Information Series fact sheet (1 page) on Post-War Agriculture Objectives. This fact sheet can be used (1) as a guide for those doing educational work, including speakers; (2) as a primer for agricultural workers, especially those doing planning on post-war agriculture, including technicians; and (3) to answer requests for information about planning for agriculture after the war.

WHY AGRICULTURE MUST PLAN NOW FOR PEACE..... "I am concerned that we are not doing more postwar planning. My concern is not the result of any over-optimism about the war ending soon, but rather because there is so very much to be done in preparing for the postwar period.....

"FARMERS HAVE EVERYTHING TO GAIN from an intelligent foreign trade policy and it is a subject on which their voice will not be heard if their program is the result of hasty thinking at the close of hostilities.....

"AS WE LEARNED in the last depression farmers have an all-important stake in any program which keeps the laboring men fully employed at a decent wage.....

"WE HAVE LEARNED, I think, that it is shortsighted public policy to allow undernourishment to exist so long as we have the capacity to produce.....

"THE WAR has intensified the rate of soil and timber depletion. Agriculture must begin repairing these damages at the earliest possible moment.....

"STEPS MUST BE TAKEN to see that farm boys and girls and returning soldiers are given assistance in getting a foothold in the rural community. Farm life must be made more pleasant through better housing, education, and rural electrification. These aims are not only desirable--they are absolutely essential, if we are going to make sure of the kind of peace for which our boys are fighting and dying. We must produce for the war and plan for the peace."--Secretary Wickard on the Farm and Home Hour, December 10.

WAR ADVERTISING COUNCIL AND O. W. I.
"FOOD TIGHTS FOR FREEDOM" PROGRAM SCHEDULES

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
	Price and Rationing	Price and Rationing	Price and Rationing	Victory Gardens	Crop Corps	Conservation	Home Canning	Crop Corps	Nutrition
RADIO									
1. Network Allocations (covers network radio program)	Price and Rationing, 1st & 2nd wk.	Price and Rationing, 3rd & 4th wk.	Tokens, 1st Price and Rationing, 3rd & 4th	Victory Gardens, 2-4	Crop Corps-2nd Price & Rationing, 3rd	Cut Waste, 1st & 2nd	Nutrition, 3rd Price & Rationing, 4th	Crop Corps, 1, 2, & 3	Nutrition, 1st & 2nd
2. National Spot									
a. Live		Price & Rationing, 1st & 2nd	Price & Rationing, 3rd & 4th	Victory Gardens, 2-4	Crop Corps, 2nd	Price & Rationing, 3rd	Canning, 1 & 3	Crop Corps, 1 & 4	Nutrition, 1st & 2nd
b. Transcribed									
3. Station Announcement	Nutrition, 7th		Tokens, 2nd Victory Gardens, 3 & 4	Victory Gardens, 1st, 2nd & Rationing-4	Crop Corps-1st Nutrition, 3rd & 4th	Home Food Pr. 1, Pr. & Rat. 2, 3, 4th	Canning, 2 & 4	Nutrition, 3rd & 4th	Price & Rat. 2nd, Nutrition, 3 & 4
4. Special Assignment			Victory Gardens, 2nd	Victory Gardens, all no.	Crop Corps, 2nd		Canning, 1st	Crop Corps, 1st & 2nd	Nutrition, 1st & 2nd
5. Station Live Program				Victory Gardens - all	Crop Corps, 2nd		Canning, 1st & 2nd		Nutr. 1st & 2nd; Crop Corps, 3
6. Women's Radio War Guide	Nutrition, & Price & Rat.	Price & Rationing	Getting ready for V.O.; Price & Rationing	Victory Gardens & Crop Corps	Crop Corps & Home Rd. Pr.	Cut Waste & Price & Rat.	Home Canning & Nutrition	Crop Corps	Nutrition
NEWSPAPER ADVERTISING									
1. OWI Plan		Mention Pr. & Rat. in War Loan, Rep. Mailing		Gen. Ads with emphasis on Crop Corps & Vic. Gardens		Cons. Food; Cut Waste; Canning; Crop Corps	Conservation ads with emphasis on canning		
2. WPA-CPA Mailing	Price and Rationing			Gen. Ads with emphasis on Crop Corps & Vic. Gardens	Crop Corps		Conservation ads with emphasis on canning	Gen. ads on conservation	
3. Shopping Newspapers		Price & Rationing, 3rd & 4th	Tokens, 1st Pr. & Rat. 3, 4 & 5	Gen. Ads with emphasis on Crop Corps & Vic. Gardens					
4. Newspaper Nat Services		Price & Rationing, 3rd & 4th	Price & Rationing, 3, 4, & 5	Gen. Ads with emphasis on Crop Corps & Vic. Gardens	Crop Corps & Home Food Pr.	Cut Waste 2 & 3	Conservation ads with emphasis on canning	Gen. ads on conservation	

MEDIA	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
GRAPHICS									
1. Car Cards			Price & Rationing	Victory Gardens	Crop Corps	Cut Waste		Crop Corps	Nutrition
2. 24-Sheet Posters	Four Calls	Help Grocery-Use Plan.Fds.	Price & Rationing	Victory Gardens	Crop Corps	Cut Waste	Home Canning	Crop Corps	Nutrition
3. Telegraph Co. Displays			Price & Rationing	Crop Corps				Crop Corps	Nutrition
4. New York Subways			Price & Rationing	Crop Corps				Crop Corps	Nutrition
5. Post Office Displays			Price & Rationing	Crop Corps				Crop Corps	Nutrition
6. Truck Posters			Price & Rationing	Crop Corps				Crop Corps	Nutrition
MOVING PICTURES									
1. One-reel Short		Farm Prod., Vic. Gar. & Crop Corps		Crop Corps	Price & Rationing	2-reel adapt. 8-11's. Up to 10's.		Crop Corps	Nutrition
2. War Film Bulletin		Help Grocery-Use Plan.Fds.		Vic. Gar.	Crop Corps	Cut Waste; Help Grocer			
3. Newsreels		Tokens							
4. 16mm Films						Cut Waste	Home Canning		
MAGAZINES									
1. War Magazine Guide			Home Canning	Vic. Gar. & Crop Corps	Home Food Preservation	Cut Waste	Home Canning	Crop Corps	Nutrition
MISCELLANEOUS									
1. Pay Envelope Inserts			Price & Rationing						

War Advertising Council - Representatives of Ad agencies and advertisers cooperating in government campaigns through all media.

NOTES: Numbers following the name of the campaign on page 1 indicate the weeks of that month for the emphasis.

* - Two-reel movie, "Ceiling Unlimited", on price and rationing. ABBREVIATIONS: V.G. or Vic. Gar. - Victory Gardens; Use Plan. Fds. - Use plentiful foods.

EXPLANATION OF MEDIA:

Network Allocation - (Three programs per week) This plan covers, with two or three exceptions, every network radio program in the country.
 National Spot (and Regional Network) - 50 programs per week broadcast on an average of 400 stations per week.
 Station Announcement - 1-minute spot announcements on approximately 900 radio stations.
 Special Assignment - More than 125 network programs, which have volunteered to handle basic issues of the war as an integral part of the show itself.
 Station "Live" Program - Material provided regularly to a selected list of local "live" programs.
 Woman's Radio War Program Guide - Issued monthly to more than 800 women's radio homemakers and commentators.
 OWI Plan - Newspaper advertising mats to all newspapers in the country; monthly service.
 WTA-OPA Mailing - Same mailed by WTA or OPA.
 Shopping Newspapers - Column of material designed to help women with wartime shopping problems; twice-a-week.
 Newspaper Mat Services - Commercial mat services feature material in their regular mat books subscribed to by newspapers.
 One-reel short - Produced and distributed by the industry on OWI-selected subjects. 26 to be made.
 War Film Bulletin - Included at the end of newsreels.
 16 mm films - Information shorts for circulation to schools, clubs, war plants, etc.
 Newsreels - Made and distributed by newsreel companies.
 Magazine War Guide - Suggestions sent monthly to 520 magazines, 940 writers, and 234 Government information officers, on war information possibilities for publication 3 months later.
 Pay Envelope Inserts - Cards printed on both sides sent monthly to the relatives of servicemen with allotment checks.